

Translation and Localization: The Global Opportunity

Technology is making the world a smaller place by the day. In this age of **globalization**, technological advances have enabled people from across the globe to connect through various media. While for some this is the opportunity for increasing their ken of knowledge for enterprises, it is an opportunity to expand the boundaries of business. Earlier, businesses relied on conventional marketing tools like newspaper advertisements, flyers, door-to-door advertisements by salesmen, etc. This essentially restricted the sales over only limited regions resulting in a lower profit.

Today, with the development of technology, terms like 'translation' and 'localization' have provided opportunities for enterprises to improve their business prospects by going global. The term '**localization**' is applied to modification of product design, packaging and marketing strategies to suit local markets. While a product is suitable for one particular region, it might not be useful in another region and would require modification. Sale of certain products also depends on social values, cultural identities and varied tastes of people from different parts of the world. Businesses need to understand these intricacies of powerful marketing of suitable products. In other cases, the language you use for promotion of your products and services might not be understood in a different region or a country. Though the majority of promotional activities is in English these days, there are several countries in which English is not too popular. In such cases you need to change your product labels, advertisements, promotional videos to the language of that region. This essentially caters to the needs of the local market and pulling more business for you.

Translation is a form of localization. Be it small or large business, professionals are increasingly enlisting evolved means of marketing tools like telemarketing, audio-visual advertisements, and promotional videos. To reach out to audiences across the globe, it is necessary that such marketing is done in a language understood by the targeted audience. There are a number of ways by which such translations are done in existing audios and videos.

- Off-screen voice-over
- UN-style voice-over
- Voice replacement
- Dubbing

It is important to understand the strategies to use localization and translation as tools of marketing.

Standardization is a broader version of localization. Standardization is applicable when the need of any product, its method of use and its use remain the same irrespective of geographical distinctions.

Companies need to choose wisely between localization and standardization as the financial investments vary in both cases.

Along with the advantages of localization and translation, there are also a few considerations that have to be thought of. The major consideration is that of competition from players investing strongly in translation. There are several qualified translators that work professionally with targeted aim of improving business.

Nevertheless, Localization and translation should be considered as major opportunities for global expansion of business. Especially small businesses should focus on localization right from the start. This can be done by developing websites, blogs, articles about the products, audio-visual advertisements in several languages at the same time. This will help in reaching out to more people simultaneously and increasing business profits.

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